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V_{MB} and a reference voltage V_{HB} supplied from the reference voltage generating circuit 22, apply gamma compensation to the video red signal S_{RC} , the video green signal S_{GC} and the video blue signal S_{BC} independently in order to give gradients to them and then output the video red signal S_{RG} , the video green signal S_{GG} and the video blue signal S_{BG} . In addition, it is assumed that the gamma compensation in the first embodiment includes a gamma compensation (hereunder, called a first gamma compensation) for giving a luminance characteristic of a reproduced image for a luminance of an input image voluntarily and a gamma compensation (hereunder, called a second gamma compensation) suitable to each of a red V-T characteristic, a green V-T characteristic and a blue V-T characteristic in the color liquid crystal display 1.--

IN THE CLAIMS:

Please amend claims 1, 5, 9 and 13, to read as follows:

- SUBC
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1. (Amended) A driving method for a color liquid crystal display comprising:
a step of applying gamma compensations making suitable to a red transmittance characteristic, a green transmittance characteristic and a blue transmittance characteristic for an applied voltage of said color liquid crystal display to a red video signal, a green video signal and a blue video signal, by supplying respectively independently generated reference voltages to each of a plurality of gamma compensating circuits, in order to obtain a compensated red video signal, a compensated green video signal and a compensated blue video signal; and
a step of driving said color liquid crystal display based on said compensated red video signal, said compensated green video signal and said compensated blue video signal.

5. (Amended) A driving method for a color liquid crystal display comprising:

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